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December 18, 2001

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DEC 18 2001

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Ms. Magalie Salas
Secretary
Federal Communications Commission
236 Massachusetts Avenue, N.E.
Suite 110
Washington, D.C. 20002


Re: MM Docket No. 01-276

Dear Ms. Salas:

Transmitted herewith for filing with the Commission on behalf of ShootingStar, Inc. d/b/a/ Shooting Star Broadcasting are an original and nine copies of its Comments in the above-referenced rulemaking proceeding regarding the dereservation of Channel *16, Pittsburgh, Pennsylvania.

In the event that there any questions concerning this matter, please contact the undersigned.

Very truly yours,


Sally A. Buckman

Enclosures

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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20054

RECEIVED

DEC 18 2001

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of)

Amendment of the Television Table of)

Allotments to Delete Noncommercial)

Reservation of Channel *16,482-488 MHz,)

Pittsburgh, Pennsylvania)

MM Docket No. 01-276

FIN: 41314

To: The Commission

COMMENTS

ShootingStar, Inc. d/b/a Shooting Star Broadcasting ("Shooting Star"), by its attorneys, hereby submits comments in support of the Commission's Notice of Proposed Rulemaking in the above-captioned proceeding to determine whether the public interest would be served by dereserving Channel *16 in Pittsburgh, Pennsylvania, to return the channel to its original status as a commercial station and allow for its sale to Shooting Star. Shooting Star is owned by Pittsburgh native, Diane Sutter. Shooting Star and WQED Pittsburgh, licensee of noncommercial educational television stations WQED (Channel *13) and WQEX (Channel *16), Pittsburgh, have entered into an agreement for the purchase and sale of Station WQEX that is contingent on dereservation of Channel *16.

WQED Pittsburgh has filed extensive comments demonstrating that the requested dereservation will provide numerous public interest benefits. Shooting Star hereby supports WQED's extensive comments which compellingly demonstrate that dereservation of Channel *16 and the sale to Shooting Star would enable WQED to secure its fiscal future, serve as a strong and secure educational and cultural resource for the residents of Pittsburgh,

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and, inter alia, endow a local programming fund to provide the residents of Pittsburgh with additional high quality locally-produced programming that is responsive to their needs and interests. In the instant Comments Shooting Star specifically responds to the question posed in the NPRM regarding whether the need for an additional commercial television channel in Pittsburgh outweighs the need for a second noncommercial educational television station.

In 1958, the Commission changed Channel *16 from a non-reserved to a reserved channel. The basis for this change was to enlarge the classroom and home instruction service then offered on Station WQED and to provide “specialized education service for the industries and professions of the Pittsburgh area.”¹ In its Comments, WQED provides extensive information to demonstrate that currently, scores of alternatives to over-the-air television are available in the Pittsburgh area to provide educational programming to classrooms and homes.² WQED also demonstrates that it does and will continue to serve the educational needs of the Pittsburgh area extremely well in spite of its financial limitations without relying on a second reserved station.³

The public interest benefits provided by retaining Channel *16 as a non-commercial station are negligible in light of the multiple other sources of educational programming currently available and the fact that the programming the station airs is a simulcast of the programming broadcast on Channel *13. In contrast, the operation of a new commercial station in the Pittsburgh area by Shooting Star will provide numerous public interest benefits to the residents of Pittsburgh. As detailed below, Shooting Star’s owner –

¹ *Amendment of Section 3.606, Table of Assignments, Television Broadcast Stations (Pittsburgh, Pennsylvania, et al.), Report and Order, 17 RR 1563, 1564 (1958).*

² *WQED Comments* at 24-28.

³ *Id.* at 29-30.

Diane Sutter – has extensive, multi-faceted and exemplary experience in the broadcast industry. She has owned a television station, and held positions as a senior executive with a group broadcaster, general manager of television and radio stations, and sales manager, account executive and news producer at radio stations. Ms. Sutter's experience owning and managing stations demonstrates that she is firmly committed to providing programming that is responsive to the needs and interests of local residents, being involved in and providing service to the local community, and advancing opportunities for women and minorities in the broadcast industry.

Consummation of the proposed sale to Shooting Star will further one of the Commission's long-standing goals because it will foster local and female ownership of broadcast facilities.⁴ The transaction will also increase diversity of voices in Pittsburgh. The Commission has long recognized the importance of this goal. It is particularly important in the Pittsburgh market where there are a small number of commercial television allotments (seven) for the size of the market (21st largest DMA). One of the commercial allotments is operated by a religious broadcaster on a non-commercial basis. Thus, only six stations are operated commercially. These six stations are attributable to only four licensees because CBS owns two stations in the market and Sinclair owns one station and operates a second station pursuant to an LMA. In contrast, 13 commercial television stations provide service to Cleveland (the 15th largest DMA), Denver (the 18th largest DMA) has 15 commercial

⁴ See *Rules and Policies Concerning Multiple Ownership of Radio Broadcast Stations in Local Markets, Notice of Proposed Rule Making and Further Notice of Proposed Rule Making*, FCC 01-329 (Released November 9, 2001).

stations, and Salt Lake City, which is a smaller market (DMA rank 35), has 12 commercial allotments.⁵

Further, the sale of Station WQEX to Shooting Star will benefit the residents of Pittsburgh because WQEX will be operated by a Pittsburgh native, Diane Sutter, an individual who has demonstrated her commitment to using the stations she owns and manages to serve the community. Ms. Sutter worked at Pittsburgh radio stations WWSW (AM and FM) for fifteen years -- eleven of them as general manager. While there, she organized numerous community oriented initiatives. For example, WWSW produced and sponsored an annual concert for families at Three Rivers Stadium that featured local performers as well as nationally renowned artists. To ensure that all families were able to attend, tickets were priced at only 94 cents (to correlate with WWSW-FM's frequency of 94.5 MHz). The concert was simulcast live on Station WWSW-FM so that those who could not attend were still able to participate. This annual event continued for many years, even after Ms. Sutter had moved to manage a station in another market. Similarly, for many years, the stations sponsored a community day at the Pittsburgh zoo for Pittsburgh families. The admissions charge was waived and other sponsors provided free food and entertainment. The Station also produced a day-long remote broadcast from the zoo. During the holiday season, the Station featured live programming and music from several different locations in the community which showcased local musicians and performers. These events were also made available to the public so that members of the community could participate in them.

Further, while at Station WWSW, Ms. Sutter served on several community boards including the March of Dimes and was active in several local organizations such as the

⁵ *Broadcasting and Cable Yearbook 2001* at B-175, B-179 and B-225.

Pittsburgh chapter of American Women in Radio and Television, the Pittsburgh Radio Organization and United Way. During her tenure as president of the Pittsburgh Radio Organization, Ms. Sutter spearheaded a program under which all radio station members jointly produced and broadcast public service announcements to serve numerous Pittsburgh area charitable organizations.

Following her tenure at WWSW, Ms. Sutter served as general manager of Station WTVQ(TV), Lexington, Kentucky, and then as a senior executive with Shamrock Broadcasting, Inc. Ms. Sutter was involved with several locally-based projects at Station WTVQ. She started and served as the president of an organization called Television Association of the Bluegrass whose goal was to improve service to the Lexington community provided by local television stations. All of the local television stations in Lexington participated in the organization. Each quarter all of the stations selected an issue of concern to the Lexington community and jointly produced and aired a half-hour program addressing this issue. WTVQ participated yearly in an auction sponsored by the city to raise funds for community projects and outreach efforts. The auction was directed by the Mayor of Lexington. Station WTVQ broadcast this auction on a live basis in prime time. Also, while in Lexington, Ms. Sutter served on the Boards of United Way and Junior Achievement.

Ms. Sutter is one of the few women who has experience as a station owner. She owned and operated Station KTAB(TV), a CBS affiliate in Abilene, Texas. Her experience as a station owner provides even more compelling evidence of Ms. Sutter's strong commitment to local service. Under Shooting Star's ownership, KTAB designed and implemented a community based program with the Abilene Fire Department called Project RescueCam. The Station worked with local businesses, foundations and schools to raise over

\$90,000 to purchase five very specialized Thermal Imaging cameras which are used by fire fighters to see through smoke and help save lives of victims and fire fighters. These cameras are not normally available to a community as small as Abilene. Over a four month period, the Station's news included regular nightly features about this initiative which provided information regarding the activities sponsored by local businesses and organizations to raise the money and services provided by the fire department. KTAB also locally produced and broadcast two half-hour programs to provide the community with information about the RescueCam program. The Abilene Fire Department, Abilene city officials, and individual fire fighters commended the station for creating and executing this meaningful and creative program. A description of the program and an example of a commendation letter from the Division Chief of the Abilene Fire Department are attached as Exhibit A.

KTAB also conceived of and sponsored an innovative and original community-based educational program in conjunction with the 1998 Winter Olympics in Nagano, Japan. All of the high schools in the Abilene DMA were invited to nominate a teacher or principal whom the Station would sponsor as a participant in the Olympic Torch Relay in Nagano. The Station compiled a blue ribbon panel of Abilene educators and Station personnel to select the educator to receive this honor. However, Ms. Sutter took this unique program a step further. The Station organized a teacher exchange program with a Japanese high school. The teacher selected was sponsored by the Station to spend approximately one week in Japan to participate in the torch relay and to spend time at the Japanese high school. The Station arranged for a teacher from the Japanese high school to spend a week in Abilene. While in Abilene, he met with community leaders, visited high schools, and appeared on KTAB's news broadcasts each night. During his visit, the Station and the teachers

participating in the exchange were part of a community meeting on education attended by Abilene's Congressman and the Secretary of Education. Over a six to seven month period, the Station broadcast weekly news features relating to the selection of the torch relay participant, the exchange program, and similarities and differences between high schools in Japan and Abilene. The Station also produced and aired a half-hour program about this initiative.

Equally if not more important than Ms. Sutter's highly impressive record for spearheading creative community based programs at all of the stations where she has worked is her unparalleled commitment to furthering the careers and experience of fellow broadcasters with whom she works, particularly women and minorities. During part of her tenure at Shamrock, Ms. Sutter was charged with evaluating and pursuing potential station acquisitions. In this role, Ms. Sutter realized that in order to be a successful purchaser and owner of broadcast stations, a tremendous amount of information must be mastered. Ms. Sutter conceived of the idea of a ten month executive-type MBA program geared to minorities and women to provide this information. Ms. Sutter then approached the NAB Education Foundation and was successful in getting them to adopt it as a Foundation program. She solicited monetary commitments from major group broadcasters and the NAB Education Foundation to fund the program for three years. The Broadcast Leadership and Training Program is now in its second year, and has received considerable favorable reviews.⁶ Approximately twenty minority and women broadcasters are selected to participate each year, and the majority of participants receive full scholarships to attend. The participants come to Washington, D.C. one weekend each month for ten months to receive

⁶ A brochure for the program, an article from *Broadcasting and Cable* about the program, and examples of letters Ms. Sutter received from the participants are attached hereto as Exhibit B.

hands-on training in all aspects of station ownership, including conducting due diligence, obtaining financing, negotiating a purchase, and operating a station once you own it. Ms. Sutter serves as Dean of this program. She developed the syllabus for the Program, including the topics to be covered. She has assisted in obtaining well-known broadcasters, group operators, bankers, media brokers and attorneys to teach the sessions, and she travels to Washington each month to direct and oversee each session.

In addition, Ms. Sutter has served on the board of numerous professional organizations in the broadcast industry, such as, for example, American Women in Radio and Television (“AWRT”) (as its national president, as well as at the local level), the ABC Talk Radio Affiliates Board which she started and served for two years as president, the Pennsylvania Association of Broadcasters, the NAB’s Legislative Liaison Committee, and the Television Advertising Board Retail Advertising Council. In 1994, AWRT presented Ms. Sutter with its prestigious national Achievement Award. In 1994, she was also the first radio industry recipient of the Genii Award presented by the Los Angeles Chapter of AWRT.

Ms. Sutter has organized and operated impressive internship programs at all of the broadcast stations she has owned and managed. These programs are designed to provide students with hands-on experience in various aspects of broadcasting. For example, under Ms. Sutter’s management, Station WTVQ implemented a minority internship program in conjunction with the City of Lexington to train minorities to work in television production.

Based on Ms. Sutter’s prior experience there should be no question that if Shooting Star becomes the licensee of Channel *16, local programming and community involvement will be paramount, and the residents of Pittsburgh will be well served. Since Shooting Star and WQED entered into an agreement over a year ago, Ms. Sutter has

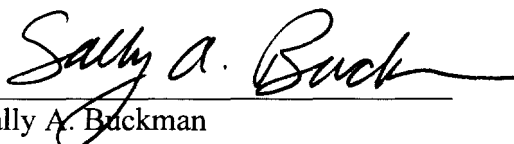
expended considerable time and effort to compile information about available resources in the market, needs and interests of the Pittsburgh community, and issues of concern to local residents. She has met with numerous leaders of Pittsburgh-area businesses and charitable and arts organizations, as well as with city officials. Ms. Sutter fully intends to use the information she has gathered to secure and develop valuable and responsive programming and community based initiatives and to develop proposals that involve the utilization and sharing of resources between Channel *16 and the Pittsburgh community. For example, Ms. Sutter intends to develop internship programs to provide students at local high schools and colleges with hands-on training in various aspects of television station operation. She also intends to work with local schools and community organizations to develop local programming that is created by and for children.

For the reasons set forth herein, Shooting Star respectfully submits that dereservation of Channel *16 will serve the public interest and that operation of Channel *16 as a commercial station by Shooting Star will provide immeasurably greater benefits to the community than will maintaining it as a non-commercial station that simulcasts WQED's programming.

Respectfully submitted,

SHOOTINGSTAR, INC.

By:


Sally A. Buckman
Leventhal, Senter & Lerman P.L.L.C.
2000 K Street, N.W., Suite 600
Washington, D.C. 20006
(202) 429-8970

December 18, 2001

September 25, 1998



Together We Make A Difference

Diane Sutter
KTAB TV
5401 S. 14th Street
Abilene, TX 79606

Dear Diane,

One of the reasons you have not received this letter sooner is because I honestly don't know how to say thank you to someone like yourself who has made the RescueCam project such a success. This has been an amazing event for me to watch. I know you had faith from the very start and your enthusiasm and confidence was certainly contagious. I think you also realize there were some reservations on our part because we had never participated in something like this before. The support and backing provided by you and your staff has been truly remarkable. To say that we could not have done this without you is a foolish statement. It was not even a distant possibility until KTAB became involved and committed to this project.

I have watched you, Damon, Paul, Kenny, Chuck, Randy, and numerous other KTABers jump into this feet first in full support. I have been tremendously impressed. I know Chief Putnam wants to send an "official" thank you letter on behalf of the Abilene Fire Department. However, I wanted to personally let you know how grateful I am to have worked with you on this and watched your enthusiastic involvement in this result in an overwhelmingly successful project. I am so anxious to receive these units so we can place them in service and demonstrate this technology to everyone who came together and made this a reality in Abilene. One other note, in addition to the project, I have enjoyed getting to know you as a person. The motivation, drive, and energy you put into everything you do is a characteristic that I have watched and admired. I look forward to continuing the friendship which has come about as a result of us working together on this project.

Thank you again for all you have done for the Abilene Fire Department.

Sincerely,



Ken Dozier
Division Chief

“RescueCam”

An idea was born...

In October of 1997, the Mall of Abilene and KTAB TV approached the Abilene Fire Department with the



idea of a community project with the intent of purchasing a thermal imager for fire rescue situations. This new technology would enable firefighters to “see” in the darkness and smoke and thus improve the speed and efficiency of rescue efforts.

The AFD quickly supported the idea. Corporate sponsors were approached, and the idea became an official project.

The project was underway...

Through various meetings and research, the goal was set to raise money for the purchase of three units. The cost was \$25,000 per unit, thus a goal of \$75,000 was set. This would allow each of Abilene’s rescue trucks to have a thermal imager in service. The name “RescueCam” was adopted as the project name and the project was underway.

The funds began to accumulate...

Various commercial businesses, as well as numerous individuals were approached with the benefits and advantages of having this technology in Abilene. AFD personnel spoke to various civic groups and other organizations about “RescueCam”. KTAB used its media resources to get the word out to the public. The balance began to grow.

“RescueCams” were selected...

As more individuals and businesses heard of “RescueCam”, momentum for the project increased. Within the first few months of 1998, it was evident that the goal would be reached. At this time arrangements were made with vendors to conduct evaluations of various “RescueCam” products. After a two-day evaluation of five models, using twelve firefighters, the AFD chose to purchase the ISI Vision III model. This unit utilized the latest in thermal imaging technology. The unit provided a remote transmitter option, which would allow our command staff to view what the firefighters see through the

viewfinder on a remote monitor. This was an impressive unit and we looked forward to having three in Abilene.

The goal was exceeded...

But the project grew...By the time the order was placed, almost \$93,000 had been raised. Due to reduced cost and group buying, the AFD was able to purchase five “RescueCams”! Two of these units will have the remote transmitter option (available in May of 1999). This will allow one unit to be placed on each rescue truck, one on the command vehicle, and one placed on an engine company. The units will be spread throughout Abilene with this amazing technology available within minutes of most locations within Abilene.

The project, a great success...

In addition to the obvious use in rescue situations, the application for these units is almost limitless. In the short time these units have been in service, the AFD has had multiple incidents in which the “RescueCam” was used to find hidden fire locations. These have been used to pinpoint the location of these fires and allow us to do as little damage to the structure as possible. Thousands of dollars of damage has already been prevented by the use of these amazing devices. It will just be a matter of time until one of these units is used to save a life!

Thank you, Abilene and the surrounding area, for your role in bringing these “RescueCams” to the AFD. Your support of this project and the AFD is greatly appreciated!





September 2000 through June 2001

presented by the National Association of
Broadcasters Education Foundation

NABEF



**The Broadcast Leadership Training
Program is made possible by the
generous support of organizations
such as the following:**

**A. H. Belo Corporation
Benedek Broadcasting Corporation
CBS Inc.
Gannett Broadcasting
LIN Television Corporation
Morgan Murphy Stations
National Association of Broadcasters
NewCity Foundation**

**Special thanks to Diane Sutter, president
and CEO of Shooting Star Broadcasting,
for providing the vision to make this
program possible and the tireless effort
to make it real.**

WHO can participate in this program?

The Broadcast Leadership Training Program is targeted to senior level broadcast managers of proven ability who aspire to advance as group executives or station owners. It can also help successful entrepreneurs in other industries who wish to make the transition to broadcasting. While no specific prerequisites apply, previous station management or related experience is helpful as is past attendance at other industry management programs. Class size will be limited to thirty, with half of those slots reserved for NABEF's scholarship program to promote diversity in broadcasting. (See page 5 for additional information.)

WHAT will program participants learn?

There are a number of programs that teach broadcasters the fundamentals of management that are common to most businesses. However, there comes a point when rising executives need specific knowledge and skills relevant to owning and operating radio and television stations and group management. Developed with guidance and support from some of the industry's top executives, the Broadcast Leadership Training Program focuses on the unique process of assessing, purchasing, owning and operating radio and television stations. It provides a blueprint for talented businesspeople to become a greater part of the industry and increase the diversity of voices available to the public.

Faculty will be drawn from the ranks of those working professionals most qualified to address individual topics. FCC staff and leading communications attorneys will discuss regulatory and legal issues; members of the Wall Street and banking community will provide insight into financing arrangements; and leading broadcast executives will offer their first-hand perspective on the industry. In some instances, academic faculty from leading universities will be on hand to share their expertise. This unique combination of professionals acting as instructors will not only impart a real-world perspective to the program, it will also allow participants to build the network of contacts they will need to succeed.

About NABEF: The National Association of Broadcasters Education Foundation exists to conduct long-range research and educational projects related to the future of the broadcasting industry. The Foundation's areas of interest include economic, social, and technological research; educational and training programs, with an emphasis on increasing diversity; and First Amendment issues. NABEF is a 501(c)(3) organization. Contributions to NABEF are deductible to the fullest extent allowed by law. For additional information, please call (202) 775-2559, email nabef@nab.org, or visit www.nabef.org/.

The curriculum is tightly focused on broadcasting operational issues; specifically, those issues that affect and are affected by senior executives and owners. Topics will include:

Where Do You Start?

This unit will provide an overview of the various legal and organizational structures that broadcasters may use in setting up or revitalizing their businesses. Learn to take stock of your resources and personal strengths; create a mission statement that provides a dynamic vision for your company; and select advisors to assist you with legal, financial, and technical issues.

Developing a Business Plan for Your Company

Learn the key elements to include in your company's business plan, pick up some pointers on writing and producing the final plan, and—above all—find out what to do with your business plan when it's done.

Securing Funding

Financial experts will explain in lay terms the various forms of public and private funding that may be available to your company. You'll get a better sense of which option is the best fit for your situation, and how to go about picking your partners and negotiating your equity. Not only will this session introduce you to the kinds of people who can help you obtain financing, it will also show you how to make the necessary contacts before you need the money.

Identifying Stations

If your company is looking to acquire new stations, you'll need to first look at the resources you have available. How will you prospect for new stations—can a broker help you? Finally, what sort of technical background and analysis will you need?

Evaluating Stations

To buy or not to buy? Before you can answer that question, there are a few things you'll need to look at:

- Creating a Due Diligence List
- What the Seller Doesn't Want You To Know and How Find It
- Preparing a 5-Year Model/Pro Forma Software
- How To Evaluate a P/L, Balance Sheet, Amortization Schedule and Other Financial Reports
- Understanding Generally Accepted Accounting Procedures
- Leasing vs. Purchase of Capital Items
- Assessing the Upside/Downside
- Determining Internal Rates of Return
- Technical Evaluation
- FCC Evaluation
- Determining Your Research Needs
- Defining Your Program Needs

Developing A Business Plan for Your Station(s)

As noted above, you've already got a business plan for your company, but what about for the individual station(s)? This unit will help you determine your strategy and plan for capital and cash flow needs. A major focus of this section will be personnel matters—both in deciding who stays and who goes, establishing policies and procedures, and in handling the concomitant legal issues. In the current regulatory and litigious environment, this information is crucial to executives everywhere.

Negotiating the Deal

Whether you're part of the acquisition team at an established group or an entrepreneur just buying your first station, you'll need to understand not just what's important to your company and your partners, but also what's important to the seller. Learn creative ways to structure the deal. When negotiating the purchase and sale agreement, you'll need to know what to include, what not to include, and how to know the difference. Finally, you'll need to think about whether and how to publicize the deal and how to inform staff.

Between the Purchase Agreement and the License Grant

This is no time to catch your breath. Rather, you'll need to deal with a number of issues, including:

- Timing on Filing—Public Notice, Reconsideration
- Setting up Health Plans, Securing Insurance
- Employee Handbook—Do's and Don'ts
- Visits to the Station
- Prior Control—What Is It?
- To LMA or Not?
- Developing a Plan for Takeover

Closing/Takeover

Congratulations! You've bought a station. Now what do you do? Find out what happens at closing and what to expect. Get step-by-step advice on implementing your transition plan.

Operating For Success

This unit will address important issues you'll face in running your stations, whether they are long-held properties or new acquisitions. Learn how to install and monitor new systems, set up effective reporting structures, develop a new culture or invigorate an existing one, and deal with problems before they get out of hand. Find out how to stay on top of your cash flow needs, maintain ongoing communication with your investors and lenders, and evaluate your progress. Get the ins and outs of maintaining your public file and complying with children's programming and political advertising rules, as well as other FCC requirements. Finally, you'll get sound advice on how to stay focused on your current responsibilities while looking for additional acquisitions.

WHEN will classes meet?

Following the model of weekend MBA courses, the Broadcast Leadership Training Program will meet one weekend a month for ten months. This minimizes the amount of time that students are away from their homes and offices, while still allowing for an intensive and coherent educational experience.

Participants should plan to arrive on Friday evening and be prepared to begin class first thing Saturday morning. Class will end mid afternoon on Sunday to allow for flights home that day.

SESSION DATES ARE AS FOLLOWS:

September 8-10, 2000	February 9-11, 2001
October 13-15, 2000	March 9-11, 2001
November 10-12, 2000	March 30-April 1, 2001
December 1-3, 2000	May 4-6, 2001
January 5-7, 2001	June 8-10, 2001

WHERE will the program take place?

The Broadcast Leadership Training Program will be held in the state-of-the-art conference center at the headquarters of the National Association of Broadcasters in Washington, DC. NAB is conveniently located at 1771 N Street, NW, just off Connecticut Avenue. The building is approximately one and a half blocks from Metro's Red Line station at Dupont Circle, or four blocks from the Blue/Orange Line station at Farragut West. Program participants will be encouraged to stay at the Canterbury Hotel at the NAB rate of \$125. The Canterbury is at 1733 N Street, NW, just half a block from NAB. The number for reservations is (800) 424-2950; the hotel's main line is (202) 393-3000; fax is (202) 785-9581.

HOW do I apply for this program?

- 1 Complete the application form on page 4.
- 2 If you are interested in the NABEF scholarship program to promote diversity in the industry, you must also complete the form on page 5.
- 3 Include a copy of your résumé.
- 4 Include at least one letter of recommendation from a current or past employer. If you are self-employed, write a letter describing your business venture and its success.
- 5 Submit all of the above materials by June 16, 2000 to: NABEF Broadcast Leadership Training Program, 1771 N Street, NW, Washington, DC 20036. Fax: (202) 775-3516

ALL MATERIALS MUST BE RECEIVED BY JUNE 16, 2000. Participants and scholarship recipients will be selected and notified in July.

June 7, 2001

Ms. Diane Sutter
President and CEO
Shooting Star Broadcasting

Dear Diane:

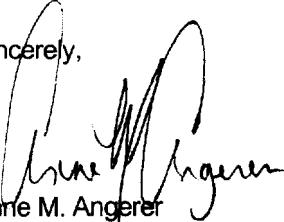
I want to take this opportunity to thank you personally for spear-heading the National Association of Broadcaster's Leadership Training Program. Many people have great ideas - but it takes a GREAT person with vision to see them through. I feel very honored to have been selected to participate in the program's inaugural year. I cannot begin to tell you the impact this program has had on me, but it has certainly changed my life and the direction of my career.

We hear a lot of talk these days about "diversity," but we do not often find those willing to "walk the walk." You, the National Association of Broadcasters and our sponsors have done so. I salute you and thank you. Know that I am sharing the invaluable information you have given us with others I meet and mentor.

While you certainly instilled the fear of God in us all, I still aspire to become a General Manager or a Vice President of News for one of the television groups. Station ownership is also still a very distinct possibility, and I know this program has given me the tools I need to progress along this path.

Thank you again for your great effort. You are a powerhouse unto yourself and have set a formidable standard!

Sincerely,



Anne M. Angerer
News Director
12 News
6900 Winnetka Avenue N
Brooklyn Park, MN 55428

July 10, 2001

Ms. Diane Sutter
President & CEO
Shooting Star Broadcasting
3606 Camino de la Cumbre
Sherman Oaks, CA 91423

Dear Diane,

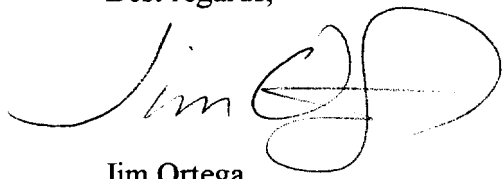
I wanted to take a moment to thank you so very much for all your hard work and dedication in putting together the Broadcast Leadership Training Program. I'm honored to have been a part of everything we were exposed to and without your contribution none of it would have ever been possible.

The class gave us all not only the chance to meet many of today's broadcast leaders such as yourself, but also the opportunity to build relationships with classmates and instructors, creating a network of professionals that will be invaluable to me in the future. I've been in the broadcast business for 16 years and have always dreamed of entering the ownership ranks some day, with my newly acquired base of knowledge that dream may become a reality.


I think I can speak for the entire class when I say that I have forged friendships and have acquired memories that will last for the rest of my life. We worked very hard over the past ten months, and we all hope that the fruits of our labors will be rewarded, and diversity achieved, as we assume the positions of broadcast entrepreneurs. I thank you wholeheartedly for your creation of this groundbreaking program.

Diane, thanks again for your support,

Best regards,

A handwritten signature in black ink, appearing to read "Jim Ortega". The signature is stylized with a large, looping "J" and a cursive "Ortega".

Jim Ortega

Source: [All Sources](#) > [News](#) > [By Individual Publication](#) > [B](#) > **Broadcasting and Cable** 

Terms: **nab and broadcast leadership and sutter** ([Edit Search](#))

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Broadcasting and Cable February 26, 2001

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Broadcasting and Cable

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Station executive, **NAB**, team to put diversity principles into practice

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BODY:

One weekend a month, 21 men and women--all successful executives--gather at the National Association of Broadcasters.

They come from all over the country and represent a variety of ethnicities, but they share a common dream: owning their own TV or radio station.

They admit that the once-a-month, 10-month seminar, which started last fall, has mostly taught them that buying a station is no easy feat. Prices are high, inventory is low and the margins aren't what they used to be. But there's something about being a station owner that motivates these people--something about being a broadcaster--and the hard work and slim odds don't seem to deter them. "It's kind of mystical," says participant Camille Jefferson, manager of audio engineering in National Public Radio's broadcast services department. Jefferson started her broadcast career in engineering because it was easier to break into than sales, which was what she really wanted to do. After participating in the program, she says, "I'm moving to sales. In my head, I'm moving to sales."

"You do it because you love it," says Rita Little O'Neill, vice president and general manager of Jefferson-Pilot Communications' WCSC-TV Charleston, S.C. O'Neill had to sue to get her sales job in the '70s and now is one of a handful of black women who have become broadcast executives. O'Neill says she realizes how hard it will be to own a station, but she's even willing to move to a new place to get what she wants.

"We have an opportunity to balance the system," she says. "I'm not going to have a situation in my company where people don't have opportunities."

And even if they don't end up owning stations, they still return home "better people" for the experience, says Joe Cabral, new media director of Hispanic Business in Santa Barbara, Calif. Cabral and O'Neill both say that, at the very least, they are now better station executives. The program has taught them to keep better records, stay in compliance with FCC rules and run a more efficient shop.

Then there's networking.

Over the past few months, the group has bonded, learning from each other and exchanging

ideas. They keep in touch between monthly sessions, and some say they are already upset the sessions are ending come the end of the year. But the bonding was part of the program's point: building strong connections that could open doors in the often closed world of broadcasting.

As part of February's session, the group is learning how to ask the right questions before making an offer for a TV station.

They tour Gannett Broadcasting's WUSA-TV Washington, and General Manager Dick Reingold coaches participants on what they need to know.

"Diane gave us a three-page due-diligence list," Cabral says. "We used every question."

"Diane" is Diane **Sutter**, and the program is her brainchild.

Sutter is the president, CEO and founder of Shooting Star Broadcasting in Sherman Oaks, Calif., and she herself is buying noncommercial WQEX(TV) Pittsburgh. **Sutter** came up with the idea three years ago while listening to then-FCC Chairman William Kennard address the National Association of Broadcasters convention.

Kennard was talking about getting more minorities and women into broadcasting, and it came to **Sutter** that the reason those groups were shut out was that they don't have access to information, capital or decision-makers.

In her 11 years at Shamrock Broadcasting, **Sutter** had gotten on-the-job training on how to buy and sell stations. "I had already built relationships with the people I needed before I needed them," **Sutter** says.

But she realized most minorities and women in broadcasting don't have the same opportunity. That's when she dreamed up the **Broadcast Leadership** Training Seminar. It didn't take long for **NAB** to back her dream. The **NAB** Board voted her pet project into action at its 1999 winter board meeting, **Sutter** says.

"The foundation is very proud that Diane **Sutter** brought this project to us to seek funding and support," says Chuck Sherman, president of the **NAB** Education Foundation, through which the program is funded and run. "While our other work in the minority and women's areas is important, the **Broadcast Leadership** Training program is the foundation's jewel."

Once she had **NAB's** support, **Sutter** went looking for money. She hit up station owners and group heads, raising a total of \$380,000 from Belo, Benedek Broadcasting, CBS, Gannett Broadcasting, Hearst-Argyle Television, LIN Television, Morgan Murphy Stations, NewCity Foundation and Scripps Howard Broadcasting. **NAB** matched that total, giving the program \$760,000 over three years.


Some of the broadcast groups have been so impressed with **Sutter's** program that they have sent their own participants, even though they are neither minority nor female. For example, LIN Television sponsored Dr. Walter McDowell, a professor at Southern Illinois University, so that he will be better equipped to teach students about real-world issues.

The program began in September with guest lecturers and sessions covering general business topics, such as strategy, marketing, accounting and finance, as well as mentoring. By November, the help was more specific, including how to set up a company, choose partners, develop business plans, negotiate financing and exercise due diligence. The program will close with sessions on how to successfully run a station.

Sutter sees these efforts as benefiting the entire industry. "[The participants] bring a different point of view," she says. "The industry is changing rapidly, and the ability to have as

many points of view represented as possible enhances the possibility for success. Having a diversified work force is just a smart business decision."

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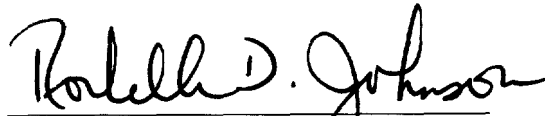
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CERTIFICATE OF SERVICE

I, Rochelle D. Johnson, do hereby certify that on this 18th day of December, 2001, I sent by U.S. first-class, postage prepaid mail, a copy of the foregoing Comments to the following:

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